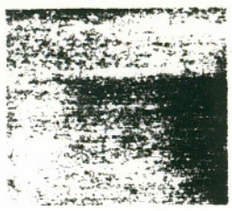
ASHTON·TATE



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INFORMATION

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ASHTON-TATE & ACT ANNOUNCE INTENTION TO ENTER INTO DISTRIBUTION AGREEMENT

CULVER CITY, Calif. -- January 22, 1985 -- Leading microcompute software publisher Ashton-Tate and ACT (Applied Computer Techniques) today announced their intention to enter into a twelve-month, multi-million dollar distribution agreement.

Under the terms of the proposed agreement, ACT would distribute ACT versions of Ashton-Tate business software products on a non-exclusive basis in the United States and Europe. ACT, Great Britain's largest microcomputer company, manufactures the award-winning Apricot family of microcomputers. Details of the pending arrangement were not disclosed.

"We are extremely pleased at the prospect of working with ACT," said Ronald S. Ponser, executive vice president, sales and marketing fo Ashton-Tate. "We believe this relationship could expand Ashton-Tate's presence in Europe and give real impetus to ACT's move into the U.S. market."

Among the software products covered by the proposed agreement are Ashton-Tate's widely acclaimed Framework multi-function productivit software package and best-selling dBASE II and dBASE III microcomputer database management systems. The pending arrangement calls for the development by Ashton-Tate of ACT versions of Framework and dBASE III.

(more)

A version of dBASE II which supports the Apricot has been available for some time through Ashton-Tate's normal distribution channels in the United Kingdom.

According to Roger Foster, group managing director for ACT, the company is excited about the proposed agreement. "dBASE II has sold well for the Apricot," Foster said. "We're confident that the ACT versions of dBASE III and Framework will also be successful."

Ashton-Tate's international operations market and support Ashton-Tate products outside the United States and Canada. According to Posner, approximately 17 percent of pro forma net reveneues were generated by international sales during the fiscal year ended January 31, 1984.

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